

## A quick guide to

# Social media

**Social media is a fast, cost-effective way to disseminate information to a wide audience.**

It's become a popular place for researchers and health organisations to share important updates, news, and information with their peers and the public. However, **effectively reaching your target audience requires careful consideration and execution**, especially when communicating important scientific topics that could influence their decision-making and daily lives.



## 11 tips

### for effective science communication on social media

#### THE BASICS

- 1 Define your message and aim.** Do you wish to inform, educate, or persuade?
- 2 Define your audience.** Who could benefit and/or would be interested in your content?
- 3 Fact-check content and only link credible sources and references.** Look for errors and read the entire article before sharing.
- 4 Follow ethical standards** and consider the social responsibility of your content.

#### HIT YOUR TARGET

- 5 Select the channel that is frequented by your audience** and tailor your content to it. Blog posts or research articles are preferred on LinkedIn, whereas short impactful videos are ideal on Facebook.
- 6 Use clear, concise, and appropriate language** that your target audience understands and can quickly read.
- 7 Consider frequency and time of posting.** Post when your audience is active on the platform. Consistency will keep your audience engaged and your content visible.

#### MAXIMISE ENGAGEMENT

- 8 Use hashtags, mentions, and links** to engage users, attract interest, and drive traffic.
- 9 Include a call to action.** Instruct your audience to follow a link, comment, or share a post.
- 10 Interact with your audience and online community.** Respond to comments or DMs, and engage with others' content.
- 11 Adapt to your online community.** Observe shifts in your audience's social media habits. Analytics are your biggest clue.